Columbus GA

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV **Number of LIL Channels** 

		Number of LIL Ci	141111115	U			
		Year 2	<b>Y</b> ear 3	Year 4	Year 5	Year 6	
	DIRECTV Provides Satellite Local-Into- Customer Profile	Local Service					
[24]	TV HH	205,645	207,701	209,778	211,876	213,995	
[25]	Beginning Customers		1		271,070	213,773	
[26]	Gross Adds				_		
[27]	Disconnects						
[28]	Ending Customers						
[29]	Average Customers (2 pt avg)						
[30]	Ending Penetration						
[31]	Disconnect Rate	_	-	-			
[32]	Average Gross Adds per Month	_	_	_		_	
[33]	Gross Add Rate		_		_		
	LIL Customers						
	LIL Lift (upgrades) from No LIL						
[34]	Total Customers + Lift						
[35]	LIL Beginning Customers	•					
[36]	LIL Gross Adds				•	•	
[37] [38]	LIL Disconnects Ending Customers						
[36]	Ending Customers						
[39]	Average Customers (2 pt avg)						
[40]	LIL Penetration						
[41]	Disconnect Rate		_				
	LIL Sell-in New Customers No LIL						
[42]	Total Customers + Lift						
[43]	LIL Beginning Customers						
[44]	LIL Gross Adds						
[45]	LIL Disconnects						
[46]	Ending Customers						
[47]	Average Customers (2 pt avg)						
[48]	LIL Penetration						
[49]	Disconnect Rate						
	LIL Sell-in New Customers Lift from No LIL						
[50]	Total Customers + Lift						
[51]	LIL Beginning Customers	•					
[52]	LIL Gross Adds						
[53]	LIL Disconnects						
[54]	Ending Customers	_	_				
[55]	Average Customers (2 pt avg)	_					
[56]	LIL Penetration				_		
[57]	Disconnect Rate				_		
	Total LIL Customers						
[58]	Total Customers + Lift						
[59]	LIL Beginning Customers	•					
[60]	LIL Gross Adds LIL Disconnects						
[61] [62]	Ending Customers						
	_				<del></del>		
[63]	Average Customers (2 pt avg)	_					
[64]	LIL Penetration						
[65]	Disconnect Rate						

REDACTED - FOR PUBLIC INSPECTION

	_	Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL	<u> </u>				_
	Revenue:					
[66] I	Package Revenue					
	LIL Revenue:					
[67] H	Existing Cutomers Upgrade					
[68] I	Baseline Gross Adds Sell-in	_				
[69]	Additional to Baseline Gross Adds	_			_	
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72] F	Programming Costs					
[73] I	Bad Debt					
[74] (	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
	Standard SAC From No LIL scenario					
	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses	_	_			
[82]	Box replacement costs					
	Total Expenses:					
	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Columbus GA

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

ear 2 Year 3 Year 4 Year 5 Year 6

	<u> </u>	Year 2	Year 3	Year 4	Year 5	Year o
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case	<b>)</b>				
[87]	Cash Flows-With LIL			-		
[88]	Cash Flows-No LIL		_			
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR	_				
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

Salisbury MD

		Year 2	Year 3	Year 4	Year 5	Year 6
	<b>DIRECTV Does Not Provide Satellite</b>	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	140,836	142,244	143,667	145,103	146,555
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					_
[9]	Average Gross Adds per Month	_	_	_	_	
[10]	Gross Add Rate				_	
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue					
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt	_				
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:	_				
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

Salisbury MD

A DESCRIPTION OF MAD CHROMOTO						
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-	·Local Service				
	Customer Profile					_
[24]	TV HH	140,836	142,244	143,667	145,103	146,555
[25]	Beginning Customers		-			
[26] [27]	Gross Adds Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration					
[31]	Disconnect Rate					
[32]	Average Gross Adds per Month			_		
[33]	Gross Add Rate				_	
[]	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers					
[36]	LIL Gross Adds			•	•	•
[37]	LIL Disconnects					
[38]	Ending Customers					
[39]	Average Customers (2 pt avg)					
[40]	LIL Penetration					
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	•				
[44]	LIL Gross Adds					
[45]	LIL Disconnects					
[46]	Ending Customers				-	
[47]	Average Customers (2 pt avg)					
[48]	LIL Penetration					
[49]	Disconnect Rate	_	_			
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers	•				
[52]	LIL Gross Adds	_				_
[53] [54]	LIL Disconnects Ending Customers					
	-	_				
[55]	Average Customers (2 pt avg)	_				
[56]	LIL Penetration					
[57]	Disconnect Rate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers		_			
[60]	LIL Gross Adds					
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					
[65]	Disconnect Rate				_	306
						200

**REDACTED - FOR PUBLIC INSPECTION** 

### Salisbury MD

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels 6

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL		-		_	
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade		_	_		_
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %				_	
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses	_				_
[82]	Box replacement costs			_	-	_
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Salisbury MD

# Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV 6

**Number of LIL Channels** 

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case					
[87]	Cash Flows-With LIL		-			
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR	-				

### Bluefield-Beckley WV

## EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local	Service			
	Customer Profile					
[1]	TV HH	147,613	149,089	150,580	152,086	153,607
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					_
[9]	Average Gross Adds per Month	_	_	_	_	_
[10]	Gross Add Rate		_			
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]						
[12]	LIL Revenue					
[13]	Total Revenue					
	Expenses:					
[14]	• •					
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %	-				
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]						

### Bluefield-Beckley WV WV

AND THE PARTY OF T						
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
[24]	Customer Profile TV HH	147,613	149,089	150,580	152,086	153 607
[24]	Beginning Customers	147,013	149,089	150,580	152,080	153,607
[26]	Gross Adds					
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration					
[31]	Disconnect Rate					_
[32]	Average Gross Adds per Month	_	_	_	_	_
[33]	Gross Add Rate		_	_	_	_
	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift				_	
[35]	LIL Beginning Customers			_	_	
[36] [37]	LIL Gross Adds LIL Disconnects	_			<u>.</u>	
[38]	Ending Customers					
	-					
[39] [40]	Average Customers (2 pt avg) LIL Penetration					
[41]	Disconnect Rate				_	
[42] [43] [44] [45] [46] [47] [48] [49]	Total Customers + Lift LIL Beginning Customers LIL Gross Adds LIL Disconnects Ending Customers  Average Customers (2 pt avg) LIL Penctration Disconnect Rate	- <u>=</u>	=======================================	=======================================	=======================================	=======================================
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers	•				
[52]	LIL Gross Adds	_				
[53] [54]	LIL Disconnects Ending Customers					
	•	_				
[55]	Average Customers (2 pt avg)	_				
[56]	LIL Penctration		_	_		
[57]	Disconnect Rate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers					
[60]	LIL Gross Adds	_				
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					
[65]	Disconnect Rate	_				310

### Bluefield-Beckley WV WV

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL			<del>-</del>		
	Revenue:					
[66]	Package Revenue	-				
	LIL Revenue:					
[67]	Existing Cutomers Upgrade		_			
[68]	Baseline Gross Adds Sell-in				-	
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue			_		
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					_
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA	-				
[85]	Cash Based OPBDA %					

#### Bluefield-Beckley WV WV

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

Year 2 Year 3 Year 4 Year 5 Year 6

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL cas	se				
[87]	Cash Flows-With L1L					
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No L1L		_			
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

### Wheeling WV-Steubenville OH

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local	Service			
	Customer Profile					
[1]	TV HH	142,766	144,194	145,636	147,092	148,563
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Diseonnect Rate					
[9]	Average Gross Adds per Month	_	_	-	_	_
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					_
[12]	LIL Revenue		•			•
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs				_	
[15]	Bad Debt	_		_		
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL	_				
[21]	Total Expenses:					
[22]						
[23]	Cash Based OPBDA %					

### Wheeling WV-Steubenville OH

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels

		Number of LIL Cr	ianneis	4		
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
[24] [25] [26] [27] [28]	TV HH Beginning Customers Gross Adds Disconnects Ending Customers	142,766	144,194	145,636	147,092	148,563
[29] [30] [31]	Average Customers (2 pt avg) Ending Penetration Disconnect Rate	=	=	=	=	=
[32] [33]	Average Gross Adds per Month Gross Add Rate LIL Customers LIL Lift (upgrades) from No LIL	=	=	=	=	=
[34] [35] [36] [37] [38]	Total Customers + Lift LIL Beginning Customers LIL Gross Adds LIL Disconnects Ending Customers	<u> </u>		<u>=</u>	=	=
[39] [40] [41]	Average Customers (2 pt avg) LIL Penetration Disconnect Rate	=	=	=	=	=
[42] [43] [44] [45] [46]	LIL Sell-in New Customers No LIL Total Customers + Lift LIL Beginning Customers LIL Gross Adds LIL Disconnects Ending Customers Average Customers (2 pt avg)	<u> </u>	=	=	=	=
[48] [49] [50] [51] [52]	LIL Penetration Disconnect Rate  LIL Sell-in New Customers Lift from No LIL Total Customers + Lift LIL Beginning Customers LIL Gross Adds	= -	= =	=	=	=
[53] [54] [55]	LIL Disconnects Ending Customers  Average Customers (2 pt avg)	=======================================	=	=	=	<u>=</u>
[56] [57]	LIL Penetration Disconnect Rate  Total LIL Customers		=	=	=	=
[58] [59] [60] [61] [62]	Total Customers + Lift LIL Beginning Customers LIL Gross Adds LIL Disconnects Ending Customers	<u>:</u>	<u>=</u>	=	Ξ	=
[63] [64] [65]	Average Customers (2 pt avg) LIL Penetration Disconnect Rate	=	=		=	314

### Wheeling WV-Steubenville OH

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL			-	-	
	Revenue:					
[66] I	Package Revenue				_	-
	LIL Revenue:					
[67] I	Existing Cutomers Upgrade					
[68] 1	Baseline Gross Adds Sell-in			_		
[69]	Additional to Baseline Gross Adds					_
[70]	Total LIL Revenue					
[71]	Total Revenue			-		
	Expenses:					
[72] [	Programming Costs					_
[73]	Bad Debt				_	
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
	Standard SAC From No LIL scenario					_
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses	_	_		_	
[82]	Box replacement costs			_	_	
[83]	Total Expenses:					
	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Wheeling WV-Steubenville OH

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

**Number of LIL Channels** 

l .

Year 2 Year 3 Year 4 Year 5 Year 6 [86] Market level capital expenditures-outflow NPV-Based on var from No LIL to With LIL case [87] Cash Flows-With LIL [88] Cash Flows-No LIL [89] Incr/(Decr) from No LIL [90] NPV without Terminal Value [91] IRR [92] Terminal Value [93] Cash Flows with Terminal Value [94] NPV with Terminal Value [95] IRR

### Binghamton NY

# Appendix P

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	141,370	142,784	144,212	145,654	147,110
[2]	Beginning Customers					
[3]	Gross Adds	_			-	
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share				_	
[8]	Disconnect Rate					_
[9]	Average Gross Adds per Month	_		_	_	_
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]						
	LIL Revenue		•		•	
[13]	Total Revenue					
	Expenses:					
[14]						
[15]	Bad Debt					
[16]	Customer related	_				
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

**Binghamton NY** 

		Number of LIL C	namileis	,		
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
	Customer Profile	-Local Sel vice				
[24]	TV HH	141,370	142,784	144,212	145,654	147,110
[25]	Beginning Customers	111,570	112,701	1 11,232	115,054	[47,110
[26]	Gross Adds					
[27]	Disconnects			_		
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration					
[31]	Disconnect Rate			_		
[32]	Average Gross Adds per Month	_				
[33]	Gross Add Rate					
	LIL Customers					
[24]	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers	•				
[36]	LIL Gross Adds			•	•	•
[37]	LIL Disconnects				_	
[38]	Ending Customers					
[39]	Average Customers (2 pt avg)		_	_		_
[40]	LIL Penetration					
[41]	Disconnect Rate	_			_	
	I II Cab :- Name Constant No I II					
[42]	LIL Sell-in New Customers No LIL Total Customers + Lift					
[42]				_		
[43]	LIL Beginning Customers LIL Gross Adds	•				
[44] [45]	LIL Disconnects					
[46]	Ending Customers					
	-			<u></u>	<del></del>	
[47]	Average Customers (2 pt avg)					
[48]	LIL Penetration	-		<del></del>		
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers	•	_			
[52]	LIL Gross Adds	_				_
[53]	LIL Disconnects					
[54]	Ending Customers					
[55]	Average Customers (2 pt avg)		_			
[56]	LIL Penetration					
[57]	Disconnect Rate			_	_	
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	•				
[60]	LIL Gross Adds				_	
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					
[65]	Disconnect Rate					210
[00]					<u> </u>	318

#### **Binghamton NY**

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels

	-	Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	_				
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds		<u> </u>	_		_
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt			_		
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]						
[79]						
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs			_		_
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %					

Binghamton NY

[95] IRR

## Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

**Number of LIL Channels** 

Year 2 Year 3 Year 4 Year 5 Year 6 [86] Market level capital expenditures-outflow NPV-Based on var from No LIL to With LIL case [87] Cash Flows-With LIL [88] Cash Flows-No LIL [89] Incr/(Decr) from No LIL [90] NPV without Terminal Value [91] **IRR** [92] Terminal Value [93] Cash Flows with Terminal Value [94] NPV with Terminal Value

#### **Biloxi-Gulfport MS**

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	138,813	140,201	141,603	143,019	144,449
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					_
[9]	Average Gross Adds per Month	_	_	_		
[10]	Gross Add Rate		_			
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue			<u> </u>		•
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

### Biloxi-Gulfport MS

		Number of LTL Channels 5					
		Year 2	Year 3	Year 4	Year 5	Year 6	
	DIRECTV Provides Satellite Local-Into	-Local Service					
	Customer Profile	-Lucai Sei vice					
[24]	TV HH	138,813	140,201	141,603	143,019	144,449	
[25]	Beginning Customers			,,,,,,			
[26]	Gross Adds				_		
[27]	Disconnects						
[28]	Ending Customers						
[29]	Average Customers (2 pt avg)						
[30]	Ending Penetration						
[31]	Disconnect Rate	_		_			
[32]	Average Gross Adds per Month						
[33]	Gross Add Rate		_	_	_	_	
[ov]	LIL Customers						
	LIL Lift (upgrades) from No LIL						
[34]	Total Customers + Lift						
[35]	LIL Beginning Customers	•					
[36]	LIL Gross Adds			•			
[37]	LIL Disconnects						
[38]	Ending Customers						
[39]	Average Customers (2 pt avg)			_			
[40]	LIL Penetration						
[41]	Disconnect Rate						
	THE WAY OF A NAME						
[42]	LIL Self-in New Customers No LIL Total Customers + Lift						
[42] [43]	LIL Beginning Customers						
[44]	LIL Gross Adds	<u></u>					
[45]	LIL Disconnects	_			_		
[46]	Ending Customers						
[47]	Aviarage Customers (2 pt eve)						
[48]	Average Customers (2 pt avg) LIL Penetration						
[49]	Disconnect Rate						
נידן	Disconnect Nate						
	LIL Sell-in New Customers Lift from No LIL						
[50]	Total Customers + Lift						
[51]	LIL Beginning Customers	•					
[52]	LIL Gross Adds				_	_	
[53]	LIL Disconnects						
[54]	Ending Customers						
[55]	Average Customers (2 pt avg)						
[56]	LIL Penetration						
[57]	Disconnect Rate	_					
	Total I II Customore						
[60]	Total LIL Customers Total Customers + Lift						
[58] [59]	LIL Beginning Customers	<del></del>					
[60]	LIL Gross Adds						
[61]	LIL Disconnects						
[62]	Ending Customers						
	_	<u>-</u>	<del></del>			_	
[63]	Average Customers (2 pt avg)						
[64]	LIL Penetration			_		_	
[65]	Disconnect Rate			-		322	

#### **Biloxi-Gulfport MS**

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade				_	
[68]	Baseline Gross Adds Sell-in	-		_		
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %		_	_	_	-
	SAC Costs with L1L:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses			_	_	_
[82]	Box replacement costs			_		_
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

#### **Biloxi-Gulfport MS**

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV 3

Number of LIL Channels

	-	Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case	e				
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL	-				
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

#### Hattiesburg-Laurel MS

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite l	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	107,509	108,584	109,670	110,767	111,874
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate			_	_	
[9]	Average Gross Adds per Month	_	_	_		-
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue		•	•	•	
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt	-		_		
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

### Hattiesburg-Laurel MS

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTY Number of LIL Channels 2

Number of Life Chamnels 2						
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
	Customer Profile	20000 2000				
[24]	TV HH	107,509	108,584	109,670	110,767	111,874
[25]	Beginning Customers					
[26]	Gross Adds	-				
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration			_		
[31]	Disconnect Rate	_				
[32]	Average Gross Adds per Month	_	_	_	_	
[33]	Gross Add Rate			_	_	
	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers	•				
[36]	LlL Gross Adds			•	•	•
[37]	LIL Disconnects					
[38]	Ending Customers					
[39]	Average Customers (2 pt avg)				_	
[40]	LlL Penetration					
[41]	Disconnect Rate	_				
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers		_	_		
[44]	LIL Gross Adds					
[45]	LIL Disconnects					
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)	_		_		_
[48]	LlL Penetration					
[49]	Disconnect Rate	_			_	
	I II Call in Nav. Contamon Lift from No I II					
[50]	LIL Sell-in New Customers Lift from No LIL Total Customers + Lift					
[51]	LIL Beginning Customers			_		_
[52]	LIL Gross Adds	_				
[53]	LIL Disconnects	_				
[54]	Ending Customers					
[55]	Average Customers (2 pt avg)	_				
[56]	LIL Penetration					
[57]	Disconnect Rate					
-						
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	•				
[60]	LIL Gross Adds	_				
[61] [62]	LIL Disconnects Ending Customers					
[Ս/-]	Flight Castonicis					
[63]	Average Customers (2 pt avg)					
[64]	LlL Penetration					
[65]	Disconnect Rate		_			326

#### Hattiesburg-Laurel MS

Cash Based OPBDA %

[85]

## Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2 Year 3 Year 4 Year 5 Year 6 Profit & Loss (\$k) - With LIL Revenue: [66] Package Revenue LIL Revenue: [67] Existing Cutomers Upgrade [68] Baseline Gross Adds Sell-in [69] Additional to Baseline Gross Adds [70] Total LIL Revenue [71] **Total Revenue Expenses:** [72] Programming Costs [73] Bad Debt [74] Customer related **Total Direct costs** [75] [76] Total Direct Margin Total Direct Margin % [77] **SAC Costs with LIL:** Standard SAC From No LIL scenario [79] Incremental SAC with LIL Total SAC Costs [80] **Backhaul Expenses** [81] [82] Box replacement costs **Total Expenses:** [83] Cash Based OPBDA [84]